

# "Basic Advertising"

\* ① 25+ ?? for target?

LINE - Basic - IT'S just a cigarette

attitude  
→ goes away  
own  
special  
occasions

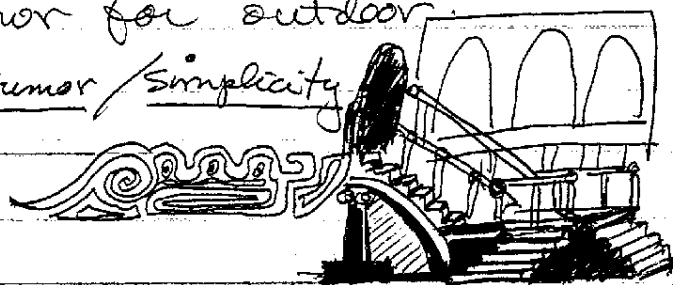
Campaigne → absolute → Basic "absolute gold standard"

\* Needs to have "line" = simplicity Key

\* Needs more variation / Humor for outdoor.

- variation - Humor / Simplicity

Line → ① it's just a cigarette



② Tiers emerge -

Morgan  
Reaction

\* Pack hero - other clever execution but simple.

→ very good → Price communication (first)

Lost → about line → need to check it out - if deprecating  
Risky ?? → move back to everyday.

Close pack = Needs Branding & "Tubes" on the pack shot.

= self deprecating & assumptions.

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Research → Put logo & line as a address  
& comment - It's is  
ad another } a Negative?  
Statement.

Basic advertising → Taken Quoters, & NOT hold page.  
Need to be careful NOT to loose Cont Value

Frequency - NOT Say.

- Lines - the proposition type of ads - Simple  
{ Bar graph -  
  Truth  
  Idea  
  math  
Some Variation  
(change fast.)

Does the pack needs Variation?

- Simple first → <sup>recursion points</sup> soon?  
- maybe interupter.

\* Proposition first \*

Outdoor - 2 different messages.

POS → have fan weight & thru.

\* Strong urge to go in august and invest  
in Distribution.

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"Next time" -

6 Month wave of advertising  
"Creative plan"

- This are the first 6 ads we will  
see -

- 1st month - no product

2 - 1 product, 1 shot

3 - etc - - -

Be there "Big"  
outdoor - 50 Snowing  
30 Sheet

"Rotational Schedule"

BASIC ad -

The minute we know  
8 Moneys - - - -

{ closing  
date  
for August.

- specially where we are not - - -

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